

Message Text

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PAGE 01 STATE 137972
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FM SECSTATE WASHDC
TO AMEMBASSY TEHRAN

UNCLAS STATE 137972

E.O. 11652:N/A

TAGS: ECON, IR

SUBJECT: FUTURE OF U. S. TRADE CENTER TEHRAN

REF: TEHRAN 3754

1. AS EMBASSY AWARE, PROGRAM SHIFTS COMBINED WITH GROWING BUDGET CONSTRAINTS ARE REQUIRING USDOC TO CAREFULLY REVIEW FUTURE OF ALL PRESENT TRADE PROMOTION ELEMENTS. PRELIMINARY CONCLUSIONS INDICATE THAT SOME OVERSEAS FACILITIES MAY HAVE TO BE ELIMINATED DURING FY 79. ALL USDOC TRADE CENTER FACILITIES ARE THEREFORE CURRENTLY UNDER REVIEW IN WASHINGTON. THIS REVIEW BASED ON VARIETY OF FACTORS INCLUDING: BASIC CONSIDERATIONS OF MARKET SIZE AND POTENTIAL OF REGION SERVED BY CENTER PLUS MAGNITUDE OF U. S. SALES AND U. S. MARKET SHARE; PAST PERFORMANCE OF CENTER AND OUTLOOK FOR FUTURE INCLUDING SUCH CONSIDERATIONS AS UTILIZATION OF CENTER BY SMALL AND MEDIUM SIZE FIRMS AND BY NEW-TO-MARKET FIRMS, SALES AND OTHER ACCOMPLISHMENT FIGURES, TOTAL CENTER COST AS WELL AS COST PER EXHIBITOR
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AND IN RELATION TO ACCOMPLISHMENT FIGURES; COMPARATIVE SUITABILITY OF PERMANENT EXHIBITION FACILITY VS ALTERNATIVE MEANS TO MAINTAIN A U. S. TRADE PROMOTION PRESENCE IN

MARKET AT LESS RESOURCE COST.

2. FURTHER POST COMMENTS BASED ON THESE CRITERIA WOULD
BE WELCOME. AS PARAMETERS OF DECISION DEVELOP FURTHER
USDOC WILL SEEK FURTHER ADVICE FROM POST. VANCE

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